

## **1. Eligibility:**

- 1.1. The sign-up process is available only for employees of IT Vendors in the IT industry.
- 1.2. The phrase "IT Vendor" refers to a company that manufactures software or hardware products, which are delivered physically or electronically or via the cloud and are available at a global scale.
- 1.3. Employees must sign up using their official company email address that matches the domain of the IT Vendor's official website.

## **2. Approval Process:**

- 2.1. All sign-ups are subject to an approval process by the ITUpdate content publication team.
- 2.2. The ITUpdate content publication team reserves the right to approve or reject sign-ups at their discretion.
- 2.3. Approval or rejection decisions will be communicated to the user via email.

## **3. Content Publication:**

- 3.1. Once an IT Vendor account is approved, users are permitted to post new content on ITUpdate.
- 3.2. Content posted must be new and relevant to the IT audience.
- 3.3. Approved content types include: Events, Webinars, On-Demand content, Posts, News articles, Press releases, New Product announcements, Promotions, Whitepapers
- 3.4. The ITUpdate content publication team reserves the right to unpublish content that is deemed irrelevant or violates the terms and conditions.

## **4. Classification and Compliance:**

- 4.1. IT Vendors must fit within the IT classifications defined by ITUpdate.
- 4.2. In the event that a signed-up company does not fit within the IT classifications on ITUpdate, the approval for content posting may be denied.

## **5. Paid products:**

- 5.1. Any paid service offered through the ITUpdate platform are subject to payment being made at the commencement of service.
- 5.2. All payments are non-refundable.
- 5.3. The Intent Subscription & Managed Content Posting services are commenced with a 12-month commitment and can be cancelled without penalty with a 30-day notice.
- 5.4. All digital deliverables, such as number of impressions, visits, clicks, etc may fluctuate depending on traffic engagement, and therefore are not guaranteed with a pre-defined amount.

## **6. Account Termination:**

- 6.1. ITUpdate reserves the right to terminate an IT Vendor account if the user violates the terms and conditions or engages in any fraudulent or unethical activities.
- 6.2. Termination of an account will result in the removal of all associated content and the loss of posting privileges.

## **7. Indemnification:**

- 7.1. By signing up, users agree to indemnify ITUpdate from any liability for any content posted under their approved IT Vendor account.

## **8. Data Protection:**

- 8.1. ITUpdate will handle personal data in accordance with its Privacy Policy.
- 8.2. By signing up, users agree to the collection, storage, and processing of their personal data by ITUpdate.

## **9. Modification of Terms:**

- 9.1. ITUpdate reserves the right to modify these terms and conditions at any time.
- 9.2. Users will be notified of any significant changes to the terms and conditions via email or prominent notifications on the ITUpdate website.